

**North Dakota Petroleum Foundation
Energy of North Dakota Program**

Contract number: G-047-091

Phase II Report: October 2019

Applicant: North Dakota Petroleum Foundation

Principal investigator: Kristen Hamman, Communications Director

Program overview

The mission of the North Dakota Petroleum Foundation's Energy of North Dakota program is to transform North Dakotans' diminished, vague indifference toward their state's energy production into a deeply rooted, knowledge-based, prideful conviction. The North Dakota Petroleum Foundation (NDPF) works to accomplish this through a series of events and communications channels aimed at building partnerships with key stakeholders and developing, delivering, and engaging in public education about oil and gas. The following information includes a brief explanation of program component activities from May 10, 2019 – October 11, 2019.

Education

ND Energy Education

ND Energy Education is a program that was started in 2008 with the goal of educating and informing students, teachers, counselors, school administrators and teachers about the jobs and careers available in the energy industry. Contractors achieve this by attending career fairs or other events and making individual classroom visits with information and hands-on activities related to the energy sector.

PHASE 2: May 10, 2019 – October 11, 2019

ND Energy Education activities during Phase 2 of this grant occurred during the summer months and the beginning of the new academic year. The ND Energy Education program has continued its historic mission of engaging with students across ND on energy careers, career fairs and hands on energy projects.

May 2019 – ND Energy Education participated with two hands-on energy classes in each of the Market Place days in Jamestown and Cavalier. We had an additional event

for the Dickinson, ND middle schools. We conducted 5 energy classes daily for every 8th grade student in the Fargo Public Schools resulting in contact with 900 students or about 4500 contact hours. At the same time, we had an energy activity day for Sheyenne Middle School in West Fargo or about 100 students.

Energy Ed also moved forward with expansion of our hands-on technical workforce T-4 (Tools, Torque, Trades and Tech) program with NDSCS and its expansion into eastern ND.

June 2019 – ND Energy Ed is involved annually with Minot State University's Geography department with their summer teacher programs and accompanied the class into western ND for an energy tour. We continued our work on the McKenzie County Skills Initiative and our T-4 classes for the spring of 2020 in Watford City. Energy Ed participated in the Lignite Energy Counsel and the North Dakota Petroleum Counsel's teacher in-services held in Bismarck and had hands-on activities at the energy days with the Larks baseball games.

July 2019 – We continued our development of the expanded T-4 event, energy day activities with the Larks baseball team and two CookFests (Bowman and Van Hook). ND Energy Ed worked with LEC, ND Career and Tech Ed and the two day student / parent NextGen ND energy tour into western ND.

August 2019 – Minot State University again requested and received help with their second teacher class and tour. Additional meetings were hosted by, or attended by, Energy Ed for Market Place for Kids classes, T-4 and the McKenzie County Skills Initiative

September 2019 – Additional meeting in Watford City, Bismarck State College administrators, and Market Place for Kids

October 2019 – T-4 development, LEC / NDPC / Farm Bureau's NextGen ND, ND Workforce Development sub-committee, Mayville Market Place for Kids and the governors Main Street Initiative.

Teacher Education Seminar

The Teacher Education Seminar took place June 17-20, 2019 in Bismarck. We had 50 teachers attend the 4-day seminar, as well as some of our industry partners from different states. Teachers participated in two full days of presentations about all aspects of the industry and were given sample lesson plans they could take back to their classrooms. The teachers also toured the Marathon Petroleum refinery in Mandan as well as took a day long tour to a natural gas plant, drilling rig, oil well, and a reclaimed well site in Dunn County. Teachers left with a lot of materials and ideas to take back to their classrooms to help better educate their students on the oil industry in North Dakota as well as the oil extraction process.

Energy Education is also involved in the NextGen ND project, a partnership with the ND Petroleum Foundation, Lignite Energy Council and ND Farm Bureau. Now in it's second year, the 15-student statewide advisory council was selected in the early summer. Through this program, we seek input from the next generation of industry leaders and peers about their vision of ND's future. In July, the student panel participated in a two-day tour. They visited Bismarck State College, toured locations in Dickinson and Medora related to the oil industry and heard from Senator Rich Wardner on the importance of the Bakken. The group has also held three discussion meetings so far in August, September, and October.

Community outreach

Bakken Rocks CookFest

PHASE 2: May 10, 2019 – October 11, 2019

The 2019 Bakken Rocks CookFests were held in Bowman, ND on July 16 and in Van Hook, ND on July 18. CookFests have consistently been the Energy of North Dakota's most popular and widely attended outreach events, and that did not change in 2019.

We exceeded expectations in Bowman with over 1,200 people attending. We had 7 cook teams and most of them ran out of food! We also had over 70 people attend the public education session.

In Van Hook we had 18 cook teams and welcomed over 2,000 attendees to eat and enjoy a nice day in the park with live music. We also had over 60 people attend the public education session in Van Hook.

The Gateway to Science set up interactive booths at both events, as well as the Mule Deer Foundation. These two organizations have been great partners of ours and continue to help us in our outreach efforts.

Townhalls/Public Education Sessions

PHASE 2: May 10, 2019 – October 11, 2019

During Phase 2 of this grant, we have hosted three public education sessions. The education sessions in Bowman and Van Hook coincided with the CookFests at those locations, and we had just under 150 people attend in total.

We also hosted our Bakken 2.0 education session in Watford City on September 17, in coordination with the North Dakota Petroleum Council's annual meeting. We had more than 180 people attend this session, it was a great chance to reach out to our

western communities and focus on issues important in the region. See the full agenda here: <https://www.backthebakken.org/bakken2-0/>

Charitable Drives

PHASE 2: May 10, 2019 – October 11, 2019

The Energy of North Dakota program is currently in the planning stages for the annual holiday “Fueling Fun Toy Drive.” This drive runs from mid-November through early December, so toys can be donated and distributed to families in need for Christmas.

Pick Up the Patch

PHASE 2: May 10, 2019 – October 11, 2019

Pick Up the Patch events occurred in May across western North Dakota. This program was originally started in 2012 by the North Dakota Petroleum Council and has since taken on a life of its own. This year, industry planned and carried out pick-up events in Crosby, Bowman, Belfield, Dickinson, Minot, New Town, Stanley, Tioga, Watford City, Williston, Trenton, and on US Hwy 85.

Hundreds of bags of trash were collected in communities and along miles of highway in the oil patch. Industry members are the drivers behind this great community effort and the Foundation continues to coordinate and provide supplies and communication where needed.

In addition to holding community-wide clean-up events, the Foundation urges NDPC members to work to promote a no litter culture by encouraging companies to include trash disposal in employee training, providing trash bags in company vehicles, and organizing regular clean-up efforts.

Promotion & Marketing

Advertising

PHASE 2: May 10, 2019 – October 11, 2019

The Energy of North Dakota program launched its new messaging campaign, titled “We Want,” in January 2017. The campaign is focused on the economic opportunities created by oil and gas, environmental responsibility, community and the downstream advantages of oil and gas development.

Television and digital ads started in February and ran through the end of May. They started back up in September. We also have been sponsoring UND Hockey and NDSU Football and Basketball radio. See Appendix A for advertising schedule and Appendix B for most current ads.

Social and Online Media

PHASE 2: May 10, 2019 – October 11, 2019

We are posting regular new content to Twitter and Facebook each week, highlighting relevant news stories or sharing educational graphics or messages. The Facebook page has grown to over 7,900 followers with 6,422 engagements in the third quarter of 2019. The Energy of North Dakota Twitter account also saw an increase of followers with more than 30,000 total impressions (or number of times a tweet was seen) during this reporting period. North Dakotans’ usage of Twitter remains relatively low, but the medium remains an important part of sharing messages and information and remaining a part of the conversation.

During Quarter 2 (April-June), our YouTube video completion rate almost doubled, improving from 29% in Q1 to 53% in Q2. Also during Q2, there were 85k engagements with promoted posts, up by 47% over Q1. Quarter 3 saw steady growth in sessions on

the website, proving digital campaign efforts continue to attract a wider audience to the site. Additionally, pages per session maintained growth throughout the year (18% growth from 1.19 on January 1 to 1.41 for Q3).

Monthly Newsletter

PHASE 2: May 10, 2019 – October 11, 2019

Since May, the Energy of North Dakota newsletter has been sent monthly to more than 4,600 subscribers. The emails have an average 25 percent open rate. See <https://energyofnorthdakota.com/cat/newsletter/> to view past newsletters.

The Energy of North Dakota program continues to be an important mechanism for sharing information about the oil and gas industry and building stronger relationships with key stakeholders. Financial support from the Oil and Gas Research Council, as well as the in-kind support from other partners is instrumental in the continued success of this program.

Program Budget¹

PHASE 2: May 10, 2019 – October 11, 2019

Project	Associated Expense	NDIC's Share	Applicant's Share (Cash)	Applicant's Share (In-Kind) ²	Other Project Sponsor's Share	Budgeted Amount (Cash)
Outreach						
	CookFest	\$ 12,802.81	\$ 12,802.81	\$ 4,900.00		\$ 54,000
	Safety & Environment	\$	\$	\$ 210.00		\$ 42,000
	Education Sessions	\$	\$	\$ 1,295.00		\$ 6,000
						\$ 6,000
Education						
	ND Energy Education	\$	\$	\$ 385.00		\$ 130,000
	Teacher Seminar	\$ 9,325.09	\$ 9,325.10	\$ 6,300.00		\$ 80,000
						\$ 50,000
Promotion & Marketing						
	Advertising	\$ 39,502.22	\$ 39,502.23	\$ 525.00		\$ 790,000
	Publications & Documents	\$	\$	\$ 210.00		\$ 770,000
						\$ 20,000
Emerging Issues						
						\$ 6,000
TOTAL						
		\$ 61,630.12	\$ 61,630.14	\$ 13,825.00		\$ 980,000

¹ See Appendix C for expenditures.

² See Appendix D for record of in-kind labor.

Budget Year-to-Date and Cost Share

	<u>NDIC Share</u>	<u>NDPF Share (including in-kind)</u>
<u>Contract</u>	<u>\$ 490,000.00</u>	<u>\$ 604,000.00</u>
Phase I	\$ 171,091.44	\$ 174,153.96
Phase II	\$ 61,630.12	\$ 75,455.14
TOTAL	\$ 232,721.56	\$ 249,609.10

Appendices

Appendix A: Energy of North Dakota Media Plan

(SEE ATTACHED)

BROTHERS COMPANY[illegible]

Appendix B: current “We Want” ads

To see the television ads, visit www.youtube.com/NDPetroleumCouncil

ENERGY OF NORTH DAKOTA

Banner Ads

Our Abundance. America's Strength.

ENERGY OF NORTH DAKOTA

Outdoor Ads

Our Abundance. America's Strength.